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The Chilton Furniture Difference is Inviting You to Visit - Top 10 Reasons

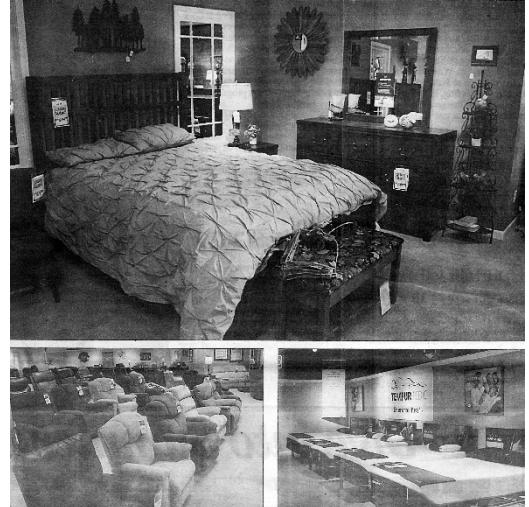
By Mike Mathes

Selecting home furnishings can be a challenging experience. Whether you are trying to select one item, upgrading the design of a room, choose the right bedding, or furnish a whole apartment or home – the questions can be overwhelming.

Where do you begin looking? How can you find what you are looking for? How can you make the most appropriate choices? The task can be daunting ... unless you start by embracing the Chilton Furniture experience.

As the area's most complete home furnishings showroom and design center, Chilton Furniture offers many advantages to help your planning and selection process.

The invitation is open. Chilton Furniture welcomes you into its amazing showroom for an enjoyable, relaxing shopping excursion. The invitation is simple, you are encouraged to "Come and experience the Chilton Furniture Difference."™



Top Ten Reasons

If the open invitation isn't enough to convince you to make Chilton Furniture your first home furnishings stop, then consider The Top Ten Reasons to entrust your home furnishings needs to the tradition of great customer experiences at Chilton Furniture.

Here are the Top 10 Reasons customers choose Chilton furniture, and keep coming back! We have numbered them for your convenience – but they are all priority reasons in our eyes.

10 – The experience is "laid back" and hassle free

Some people just like to browse, wander, and look and let ideas and inspirations sink in. At Chilton Furniture, we pride ourselves in being laid back, giving you the freedom to browse, yet ready to help when help is requested. Shopping trips can be anxious times, so we just like to let you breathe and relax as you savor the laid-back atmosphere in our showroom. In fact, you can even come and take a nap in one of our recliners to see how comfy they truly are! We invite you to stay calm and bask in the possibilities for your own cherished spaces.

9 – Help is just a question away

All you have to do is ask. While our staff is happy to let you browse to your heart's content, they are still there to answer your questions and guide your process and selections. You can trust that our experience over the years helps us to know when to offer that help ... and when to let you just look around!

8 – Experienced staff is willing to help

When you come to Chilton Furniture, you can always count on seeing and working with the same experienced people. Our four designer/sales associates have worked in our store for a combined total of 80 years. We know our customers and our customers know us!

7 – Amazing colors, design, and fabric choices

Check any of our showroom departments. We are all about choice. That includes choice of brands, designs, colors, textures – you name it. Offering these choices lets the customer hone in to make the proper design selections for their

specific needs. They are your choices – why be limited? It's important to have flexibility in problem solving when it comes to home furnishings. Our wide array of choices and expertise in making those selections can only give you a wider flexibility as you arrive at your decision.

6 – Get a good night's sleep

Chilton Furniture offers an amazing sleep center designed to help pair you with the right mattress solution to meet your needs. Choosing the right kind of mattress isn't just about going to bed. It's far more important than that. The mattress you select should give you adequate rest, allowing you the sleep that's necessary to make life more enjoyable. The Tempurpedic sleep systems are some of the most amazing options in today's marketplace, and Chilton Furniture has the expertise to help you choose to fit your needs.

5 – All your furnishing needs under one roof

Chilton Furniture is a complete home furnishings center. The showroom offers furnishings and accessories for every room of your home or hideaway. From living rooms to bedrooms to dining rooms and beyond, the showroom is stocked with great choices and ideas. We also have the ability to show you custom options beyond that wide selection. Chilton Furniture also works with a variety of floor covering options including carpet, vinyl, laminate, luxury vinyl tile, luxury vinyl plank, and hardwood.

4 – Dependability

Longevity in the business doesn't come by accident. Chilton Furniture's roots date back to the post-Depression era, when it was part of Chilton Shopping Center. Since 1980, Chilton Furniture has focused on quality home furnishings with attention to serving the needs of the greater Calumet County area. A long-standing team, spearheaded by owner Jerry Mallmann, has a track record of service rooted in community connections. Dependability is a proven track record for Chilton Furniture.

3 – Work with your neighbors and friends

At Chilton Furniture, the people helping you are your neighbors. They live and work in your community. They support your local organizations and are part of the fabric of community life. As your neighbors, it's most important to care about you and keep your trust. Relationships are cherished and preserved because we live with each other and count on each other. Chilton Furniture proudly adopted the Golden Rule mentality years ago. They strive to treat their customers the way they would like to be treated. Before even setting foot in the store, the staff at Chilton Furniture is dedicated to providing the best service they can to earn and keep your trust.

2 – Experience white glove treatment

When you work with Chilton Furniture, you can enjoy the piece of mind knowing that the team will see your home furnishings choices right through to the last detail. You aren't just making a purchase when you shop at Chilton Furniture, you are connecting with a team that includes all the white glove services needed to put the finishing touches on your home furnishings decision. Whether it involves installation of flooring, or delivery of furniture, Chilton Furniture sees your needs through to the end. Delivering to your site includes set up, and leaving you with "ready-to-use" solutions. Chilton Furniture can also assist you with disposal of your old, clunky furniture remnants that you are saying "goodbye" to.

1 – Last but not least. There are always at least 90 recliners available to choose from at Chilton Furniture
And, you don't have to take our word for it. We'd love for you to stop in and see for yourself. You're invited!